

27. (Amended) An apparatus for measuring progress and time of completion of an assay for an analyte, comprising:

(a) an assay device comprising:

(i) a reaction chamber comprising an optically detectable label, and

(ii) at least one diagnostic lane comprising at least one zone configured to bind said analyte and at least one timing zone, wherein said diagnostic lane is in fluid communication with said reaction chamber, and wherein, when fluid is added to said reaction chamber, said detectable label flows with said fluid to said diagnostic lane;

(b) an optical component for detecting an optical signal generated from said label in at least one said timing zone of said diagnostic lane and generating an electronic signal in response; and

(c) a signal processor for configured to receive said electronic signal and to determine said progress and time of completion of said assay for said analyte in said assay device from at least one parameter selected from the group consisting of a rate of change of the amount of said electronic signal and an amount of said electronic signal.

28. (Amended) A kit for measuring progress and time of completion of an assay for an analyte, comprising:

(a) at least one set of instructions for measuring said progress and time of completion; and

(b) an apparatus according to claim 27.